

# **Job Market Communication**

NRC Carrière  
Digitale Carrière Pagina

# Rates – NRC Carrière

## NRC Weekend

Your ad will be placed on a cluster page in the economics section of NRC Weekend with a pull-through to NRC Doordeweeks. Includes a 60-day online job posting on [nrc.co.uk/career](http://nrc.co.uk/career). After the vacancy is posted online it receives a ladder listing in NRC Weekend.

| Proportion | Size b x h (in mm)    | Price cluster |
|------------|-----------------------|---------------|
| 1/1        | 266 x 398             | € 39.000      |
| 1/2        | 266 x 190 / 130 x 382 | € 24.200      |
| 3/8        | 266 x 142 / 130 x 286 | € 18.400      |
| 3/10       | 130 x 238             | € 15.200      |
| 1/4        | 130 x 190 / 266 x 94  | € 12.400      |
| 2/11       | 130 x 142             | € 9.200       |
| 1/8        | 130 x 94              | € 6.200       |

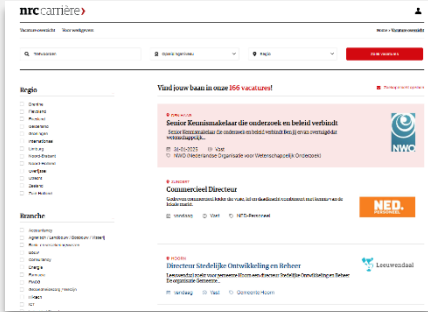
## Clusterpagina-pakket



NRC Weekend placement on cluster page



Pass-through NRC Weekday (Wednesday)



60 dagen on [nrc.nl](http://nrc.nl)

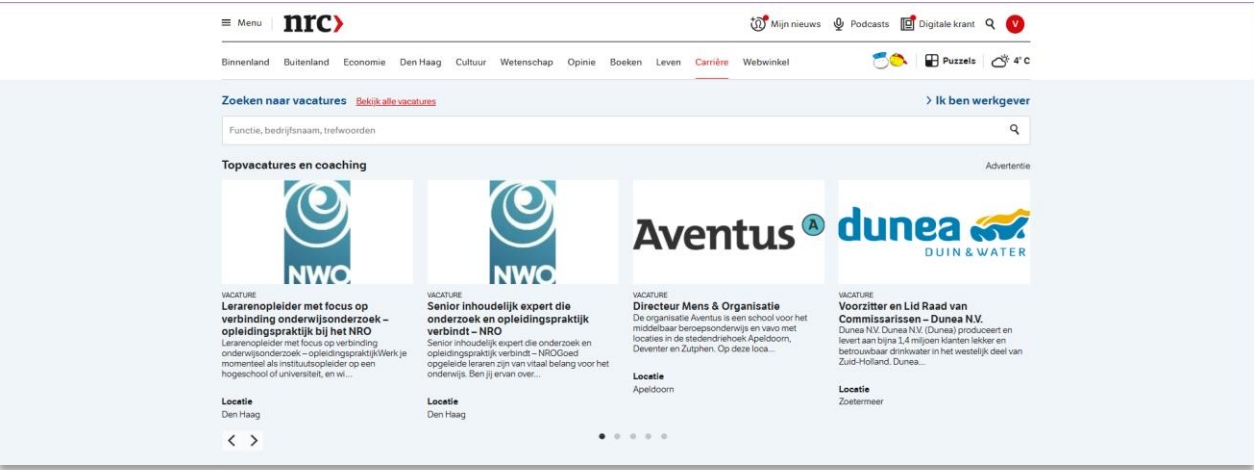
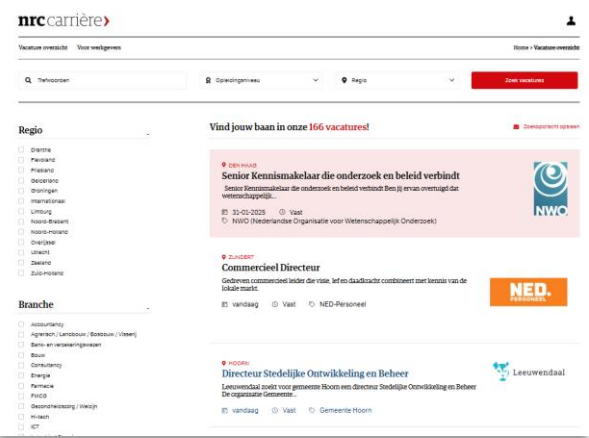


Listing on job ladder NRC Weekend

## Online job ad

60-day online job posting on [nrc.nl/carriere](http://nrc.nl/carriere). After the vacancy is posted online, it gets a ladder listing in NRC Weekend.

| Type                | Price   |
|---------------------|---------|
| Job ad              | € 499   |
| Top vacancy upgrade | € 249   |
| Newsletter banner   | € 2.500 |



# Digital Career Page

## Exclusively in the digital newspaper

NRC is launching a new digital proposition for labour market communication: the Digital Career Page. This exclusive page will be added to the digital edition of NRC Weekend and will be available via [nrc.nl](https://nrc.nl) and the NRC app.

## Maximum impact

NRC Weekend reaches 591,000 readers (print + digital), 143,000 of whom exclusively read the digital edition. Vacancies can be highlighted optimally with a choice of different advertising formats, tailored to maximum impact. One click suffices to direct interested parties directly to the desired landing page.

| Proportion                                                                                                                                                                                 | Placement   | Price    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|
| 1/1                                                                                                                                                                                        | NRC Weekend | € 2.999* |
| 1/2                                                                                                                                                                                        | NRC Weekend | € 4,999* |
| 1/4                                                                                                                                                                                        | NRC Weekend | € 8.999* |
| *includes 60 days of online job posting a €499 on <a href="https://nrc.nl/carriere">nrc.nl/carriere</a> . After the vacancy is posted online, it receives a ladder listing in NRC Weekend. |             |          |
| *subject to availability (maximum 2 pages per week, only in the even-numbered weeks)                                                                                                       |             |          |

## Delivery specifications

- Layout is provided by NRC
- Company logo in .svg, .jpg. or .png
- Job title
- Job description:
  - 1/2 page: max. 170 characters
  - 1/4 page: max. 70 characters
- Landing page URL
- Send to [traffic@nrc.nl](mailto:traffic@nrc.nl)

## Submission deadline

Wednesday 09:30 for Saturday placement

